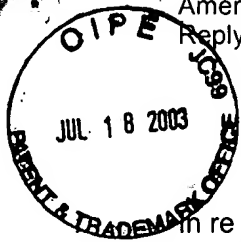


Appln. No. 09/995,417  
Amendment dated 07/16/03  
Reply to Office Action of 4/24/03



#3/a  
py  
7/24/03

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : George Washington Baughman III  
Serial No : 09/955,417  
Filed : 09/18/2001  
For : "Method and System for Presenting Merchandising at an  
Outdoor Paved Surface"  
  
TC/AU : 3637  
Examiner : PHI Dieu Tran A  
Attorney Docket No. : KEG 2-001

HONORABLE COMMISSIONER FOR PATENTS  
MAIL STOP NON-FEE AMENDMENT  
P.O. BOX 1450  
ALEXANDRIA, VA 22313-1450

**RESPONSE**

Sir:

In response to the Office Action mailed April 24, 2003 the enclosed response with declarations follows. Reconsideration is respectfully requested.

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims that begins on page 3 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.



3637

PTO/SB/21 (05-03)

Approved for use through 04/30/2003. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/955,417	
	Filing Date	September 18, 2001	
	First Named Inventor	George Washington Baughman III	
	Art Unit	3637	
	Examiner Name	PHI Dieu Tran A	
Total Number of Pages in This Submission	52	Attorney Docket Number	KEG 2-001

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input checked="" type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
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<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s)	
<input type="checkbox"/> Response to Missing Parts/Incomplete Application	<b>RECEIVED</b> JUL 21 2003 <b>GROUP 3600</b>	
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Mueller and Smith, LPA
Signature	
Date	Julv 16, 2003

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
Typed or printed name	Jane Keeney		
Signature		Date	July 16, 2003

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